

Comm 407 4/30

PKO case

Equal Time Sec 315

Access Sec. 312 (AOT)

Lowest unit rules

Fairness Doctrine

False billing  
Indecency  
Lotteries

Personal attack rule

Antiaffairing rule

## Broadcasting outline

Licensing - how to lose your FCC licensing

PKO case 20 yr. case

w/o studio equip license is worth fortune  
assumed to be a property right -

PKO - General Tire company parent  
selling tires overseas ...

govt officials "fees" - illegal in America  
General convicted - PKO lied about General  
conviction (plus illegal skimping to ads).

loses licenses in L.A., NY & Boston  
courts agree w/ Boston clause - reevaluate  
L.A. & N.Y. ; ... New York w/o own

VHF station - wave across river &  
NY station then sells station for 300  
million ... ~~such~~ settlements.



Anti-traffic rule: ~~must not~~  
if you purchase a station with  
fully intend to use it.  
KFAC example - 55 million  
for licensing - borrowed - but  
not originally made.

eliminated during Reagan BIA big profit  
buying cheap & selling quickly

content regulation

Political Broadcasting

- equal time rule 315 - during  
election time each candidate  
must be given same access.  
[excepts news coverage / or  
public affairs.]

Former celebrities, old wives  
etc., other candidates given same  
amount of time under some  
circumstances.

Breach vs. FCC  
equal opportunity to buy time



Red Lion or FCE.

[public first  
amendment right]

League of Women vs. ~~DPH~~ FCE

advertising area To much

right to ~~reply~~ reply...

~~as to much~~

crit require newspapers  
to publish anything.

False hit  
inducy

Section

difference between inducy

+ obscenity.  
~~the inducy force~~



plus Federal candidates not  
be given access - not put  
Byrd rule

mandatory  
Access sec 312(A)(7)

(feet)  
rates - lower with  
political candidates get best with  
res (usually ~~financial~~ reserve  
for big bid sales)  
broadcasting different

Former rule : Fairness Doctrine

Required broadcaster to represent all  
sides of a controversial issue

✓ FCC

Second guess ~~mandatory~~ news coverage

Personal attack rule: station carries personal  
attack; individually, articles,



- news & FCC ~~for~~ regulates.
- ~~library~~ ~~with~~
- ~~g~~ ~~lar~~ ~~ness~~

Public Foundation is. FCC  
 seven dirty words

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could it run ~~any~~ ~~that~~ resembled  
 interview except ~~the~~ ~~interviewing~~.

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Cable different -

withing between { radio  
 & print

Idleness  
~~library~~ ~~it~~ ~~be~~ ~~bound~~

used govt grant purchased for  
 cable - cable communications  
 policy ~~for~~ Act. ~~it~~ ~~regulate~~ ~~rate~~  
~~cross~~ ~~public~~ ~~right~~ ~~of~~ ~~way~~  
~~cross~~



Broadcasting "cable" = unregulated  
unfolding.

- preferred communication is City of L.A.
  - Abolished "not-carry" rule.
- Quincy Cable vs. FCC v. American Broadcasting Co.  
US Court of Appeals.

Capital City vs. Oklahoma -  
"liquor advertising" - federally  
pre-emptive.

City of N.Y. cit set higher  
technical standards.

Cable is almost completely free of  
regulation.